

**INDONESIA'S STRATEGY TO INCREASE TRADE WITH PHILIPPINES
(2012-2017)**

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ABSTRACT

Relations among countries are needed in order to survive in international arena. Economic partnership is one of the choices for country to always secure its national demand since not every country have resources to begin with. Indonesia and the Philippines are one of the examples where relations between countries are still continue even more these countries are in the same platform which is ASEAN economic community. Bilateral relations between Indonesia and the Philippines in terms of trade show its positivity even since the MoU in 1980's to commit both countries to always engage in trade partnership. In order to increase trade, Indonesia initiate several agenda to gain and expand its market in the Philippines. To examine this strategy, this research uses the concept of economic diplomacy to prove the strategy used by Indonesia. Methodology applied in this research is qualitative method by collecting data from various sources such as book, journal and website. This research conclude that strategies used by Indonesia through Trade Promotion and Brand Image strategy are effective to increase trade between Indonesia and the Philippines

Keywords : Economic Diplomacy, Indonesia, Trade Promotion, Brand Image, The Philippines

Background

Indonesia is a country in Southeast Asia that located between Asian and Australian continents, and between the Pacific Ocean and the Indian Ocean. The total area of Indonesia is 7.81 million km² and Indonesia has 17,499 islands, so it is called the largest archipelago country in the world (Kementerian Kelautan dan Perikanan, 2017). With the ability to explore and utilize existing natural resources, Indonesia will have a large selection of products that can be developed as trade commodities, both for local markets and international markets. Furthermore, in the effort of Indonesia to encourage economic growth and bring prosperity of its people, Indonesia involve in international trade and do export and import to other countries.

To improve the trade balance, Indonesia does trade cooperation with countries in the world. The Results of cooperations and negotiations which including a Free Trade Agreement (FTA). Indonesia has implemented a number of free trade agreement with countries and regions around the world one of them ASEAN Free Trade Area, AFTA (Kementerian Perdagangan Republik Indonesia, 2015).

Table 1.1 Indonesia's Balance of Trade with ASEAN

No	State	Value: USD Million				
		2012	2013	2014	2015	2016
	Total	-11.833,1	-13.221.1	-11.057,8	-5.222,8	-886,7
1	Singapore	-8.952,2	-8.895,2	-8.457,3	-5.390,3	-2.687,3
2	Malaysia	-965,2	-2.655,9	-1.125,4	-903,8	-79,3

3	Thailand	-4.803,4	-4.641,2	-3.997,9	-2.576,1	-3.272,9
4	Philippines	2.907,9	3.039,6	3.188,1	3.238,2	4.449,1
5	Vietnam	-321,3	-321,8	-966,5	-421,4	-182,8
6	Myanmar	338,1	483,2	444,8	455,3	502,3
7	Cambodia	280,6	294,6	397,1	408,6	401,6
8	Brunei Darussalam	-338,0	-522,7	-494,0	-40,2	0,9
9	Laos	20,5	-1,7	-46,7	6,9	1,7

Source: Kementerian Perdagangan Republik Indonesia, 2017

Although there is ASEAN Free Trade Area, Indonesia's balance of trade with countries in the region often recorded a deficit, or in other words the import value is much greater. This condition is unfortunate to Indonesia, Indonesia as the largest country with the largest population in ASEAN has not been able to master the trade. In 2012, of the nine ASEAN member countries, Indonesia's trade was only a surplus against the Philippines, Myanmar, Cambodia and Laos. One of the causes of Indonesia's trade balance deficit with countries in the ASEAN region is the low competitiveness, especially of manufactured manufacturing products (Syadullah, 2017). The ASEAN market is actually still quite promising for Indonesia, especially for ASEAN member countries which Indonesia has recorded a trade balance surplus. One of them is the Philippines.

The total value of Indonesia trade with the Philippines continues to increase with the surplus on the Indonesian side. Indonesia's total trade with the Philippines in 2012 reached a value of USD 4,5 billion while in the 2017 period was USD 7,48 billion.

Balance of trade to the Philippines in the 2012 period was USD 2,9 billion and in 2016 USD 4,4 billion. Meanwhile, the balance of trade to the Philippines in the 2017 period was USD 5,76 billion. Surplus Indonesia increasing from USD 2,9 billion in 2012 and 5.76 billion in 2017 (Sekretariat Nasional ASEAN-Indonesia , 2018).

Since 1980's, the Philippines has become strategic partner for Indonesia through ASEAN as platform. However, this positive trend in terms of commerce and trade between these countries urge Indonesia to always maintain its bilateral relations. But then, in the other fact, the trade between Indonesia and the Philippines for some commodities seems fluctuate in recent years, whereas the export of Indonesia product in some commodities showing unstable increasement. This is become one of reason for Indonesia to seek a way to increase trading between two countries. In addition, both Governments keep committed to increase the trade between two countries. In Joko Widodo era, The Government of Indonesia and Government of the Philippines have agreed to increase the volume of trade between the two countries to be doubled that delivered by President Joko Widodo in a joint press conference with President of the Philippines Benigno Aquino III (Setiawan A. , 2015).

With political conditions of the Philippines that are relatively stable and high economic growth, that conditions open huge opportunities for Indonesia to maximize cooperation in the economic sector and increase the trade and investment volume of both countries. In addition, the population of the Philippines which reaches 100 million people with high population growth rates and the tendency of its consumptive people

is a potential market for Indonesian products (Kedutaan Besar Republik Indonesia Manila, 2015).

Theoretical Framework

Economic Diplomacy

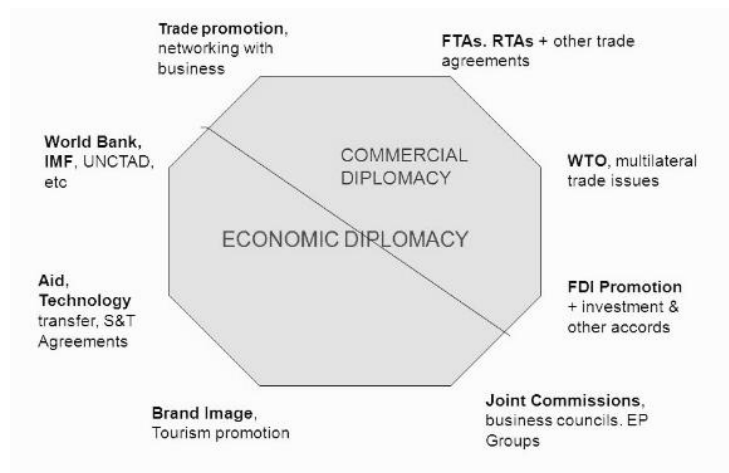
Export activities become a strategic role in economic development in many countries, but increasing export performance is not easy to do. Economic diplomacy approach is one instrument that can be used to increase market access for export commodities. According to Kishan S. Rana, economic diplomacy is defined as:

“Economic diplomacy is the process through which countries tackle the outside world, to maximize their national gain in all the fields of activity, including trade, investment and other forms of economically beneficial exchanges, where they enjoy comparative advantage; it has bilateral, regional, and multilateral dimensions, each of which is important”.

By looking at the definition above, economic diplomacy can be interpreted as a dynamic process which in the implementation always has variations in accordance with the parties involved in the process, in order to maximize the achievement of a goal or interest in building and developing economic activities. From the definition, it can also be illustrated that international trade and investment are a major concern in the economic diplomacy. Economic Diplomacy consists of the Ministry of Foreign Affairs and the Ministry of Trade, diplomatic and commercial services, as well as non-state actors so as to create dynamic economic partnerships (Rana K. , 2007). Economic diplomacy not only covered the state entities but also engage in more dynamic

partnership with the non-state actors. To give a depth-understanding about this concept, the writer provides the model that proposed by Rana and Chattarjee about economic diplomacy. Please look at the model below:

Figure 1.1 Economic Diplomacy and Commercial



Source: Rana and Chatterjee, 2011

The figure above shows a plural set of practices which each categories aimed at improving the home country's external economic interest (Rana & Chatterjee, 2011). Furthermore, the model explained that commercial diplomacy is part of the instrument of economic diplomacy, while economic diplomacy does not always mean commercial diplomacy.

The writer used economic diplomacy to analyze the case study because this theory is an official diplomatic activity that focuses on the objectives of a country's economic interests at an international level. As we know that it is suitable with the activity of Indonesia in order to increase trade with the Philippines. Indonesia's economic

diplomacy towards the Philippines entered into bilateral level diplomacy which means economic diplomacy between the two countries. The goal of the economic diplomacy process undertaken by Indonesia is to maximize economic benefits in bilateral relations with the Philippines. Furthermore, to improve economic diplomacy, the Government of Indonesia through actors related to trade cooperation began an intensive approach. In order to increase trade to the Philippines, Indonesia conduct the trade promotion through joint agreements and cooperations and Brand image through trade exhibition to create the Philippines interest to Indonesia.

Research Method

This type of research is a qualitative research method that uses an approach with a wide range of domains, with the aim of making a systematic and accurate description, explanation and description of the facts, properties and relationships analyzed. The data collected is secondary data or data arranged in an indirect form. The data is presented in verbal form and emphasizes contextual concepts.

Result and Discussion

The strategies of Indonesia to increase trade with the Philippines

A. Trade Promotion Through Cooperation Between Indonesia and the Philippine Government

Trade promotion is the main activity of economic diplomacy and it is important for any countries due to its impact to their economic performances (Romih, 2014). Trade promotion

remains a high priority that to a search for new markets and the promotion of new export products, the embassy networks are also engaged in policy issues. Hosting small buyer-seller meets at the embassy, and reaching out to the economic entities and individual enterprises in the target country remain vital, simply because home exporters lack the means to sustain such actions on their own (Rana K. S., 2007). Indonesia and the Philippines undertook their effort on increasing their trade through trade promotion. Furthermore, Indonesia and the Philippines have conducted many cooperation and meetings in order to boost both diplomatic and economic relations.

1. Joint Working Group (JWG) of Senior Economic Officials for the Implementation of the Indonesia-Philippines MOU on Trade, Investments, Handicrafts, and Shipping (JWG-TIHS)

Joint Working Group (JWG) of Senior Economic Officials for the Implementation of the Indonesia-Philippines MOU on Trade, Investments, Handicrafts, and Shipping (JWG-TIHS) is a forum formed to enhance trade cooperation between the two countries. The establishment of the joint working group, in order to facilitate the implementation of the Indonesia-Philippines MOU on Trade, Investments, Handicrafts, and Shipping that was signed by the two Ministers of Trade on August 26, 1986 on the occasion of state visit of Corazon C. Aquino, President of the Republic Philippines, to the Republic of Indonesia (Kementrian Luar Negeri republik Indonesia, 2018).

In 2012, the government of Indonesia and the government of Philippines held the 6th JWG meeting. Meetings of the JWG, composed of executives from different government agencies of the Philippines and Indonesia, are held to review and speed up the progress made in recent years toward continued partnership (Sunstar, 2014). The 6th meeting was held on December 14-15, 2012 in Mandaluyong City, Philippines after the 5th JWG meeting took place in 2006 in Jakarta (Kementrian Perdagangan Republik indonesia, 2012). The Indonesian delegation was headed by the Director General of Indonesian Trade Negotiation, while the Philippine Delegation was led by the Director of the Bureau of International Trade Relations, the Department of Trade and Industry of the Republic of Philippines.

Afterwards, to continue the progress of Joint Working Group as explained above, Indonesia and the Philippines agreed to further deepen and invigorate the relations between the two countries through 2014–2016 Indonesia – Philippines Plan of Action. As explained in the Action Plan on Bilateral Trade Relations, besides fully implement the Indonesia-Philippines MOU on Trade, Investments, Handicrafts, and Shipping and promote bilateral trade cooperation, both countries will also promote and facilitate business to business contacts, as well as to encourage business sectors from the two countries to explore the untapped potentials with a view to further intensifying mutually beneficial trade relations.

2. Business Matching

Indonesia and the Philippines also conducted business matching. Business matching are activities to facilitate foreign buyers or buyers with exhibitors or domestic businesses who

have products that are desired by buyers to conduct business meetings directly. Business matching can be held and facilitated by the Ministry of Trade and Indonesian representatives abroad and can be followed by every business actor. Business matching provides an opportunity to expand market access for various products. Business Matching is expected to help exporters find the right partners to sell their products, answering the needs of foreign markets for Indonesian products (Permatasari, 2017). The example of business matching that have done by Indonesia are business matching in agenda "Indonesian Coffee Festival: Merienda ala Indonesia" that held by Embassy of The Republic of Indonesia in Manila in 2016 and Business Matching Session Indonesia-Filipina in 2017 as the cooperation of the Directorate General of National Export Development, ministry of trade with the Indonesian Consul General in Davao City.

On May 4, 2016, the Indonesian Embassy in Manila held a promotional event for Indonesian specialty coffee products in Manila, Philippines. The event, entitled "Indonesian Coffee Festival: Merienda ala Indonesia" was attended by two Indonesian specialty coffee companies, namely House of Coffee and Hen's Co. In addition, the products of PT. Mayora with several product variants that have entered and mastered the Philippine market. This series of coffee promotion events consisted of a brief presentation on specialty coffee products offered by both companies, coffee tasting, and business matching. The event was closed with the entertainment of several Indonesian traditional dances. The event was attended by around 60 invited guests, the majority of which consisted of coffee importers and cafe owners or managers in Metro Manila. As a guest of honor, attended the Chair of the Philippine Chamber of

Commerce and Industry (PCCI). In addition, there were also representatives of local mass media. Furthermore, The business matching was marked by the interest of local Filipino entrepreneurs to discuss further business cooperation opportunities with House of Coffee and Hen's Co (Kedutaan Besar Republik Indonesia Manila, 2016).

The Ministry of Trade targets non-oil and gas product exports to the Philippines to increase in 2017. One of the strategies is through the cooperation of the Directorate General of National Export Development with the Indonesian Consul General in Davao City, Philippines through the Indonesia-Philippines Business Matching Session, which was held at the Ministry of Trade Office on September 5, 2017. This business matching is part of a series of visits by Mindanao businessmen, the Philippines to further explore the business opportunities of the two countries. This activity was also a follow up to a forum that discussed the use of sea lanes between Indonesia and the Philippines. Business matching activities were attended by 33 Indonesian business people and 14 Filipino business people. The event was also attended by the Indonesian Consul General in Davao City and representatives of the Government of Davao City. At the event Directorate General of National Export Development, Arlinda said that:

"Indonesia-Philippines Business Matching Session is an attempt to improve trade relations between Indonesia and the Philippines, especially East Indonesia with the Southern Philippines. The government is optimistic because there are many commodities that have potential prospects to increase bilateral trade. Both countries can explore potential business opportunities that can strengthen trade, enhance business cooperation, and support the economies of the two countries, "

In this business matching, there was a business agreement between PT. Semen Indonesia with Certuro Structural Specialist Inc. The collaboration will begin in October 2017 (Kementrian Perdagangan Republik Indonesia, 2017).

3. Border Connectivity

As mentioned in the MOU on Trade, Investments, Handicrafts, and Shipping article 5, stated,

“Both Governments shall actively pursue the establishment of a direct shipping route between Bitung/Manado and Davao”. (Kementrian Luar Negeri republik Indonesia, 2018)

This article was implemented with the establishment of Davao-General Santos-Bitung route for roll-on/roll-off (ro-ro). The opening of the Davao-General Santos-Bitung route for roll-on/roll-off (ro-ro) vessels is expected to boost trade between Indonesia and the Philippines in the long run. It was one of the priorities within the ASEAN RO-RO Network initiative, which is projected to improve connectivity in sea channels among Southeast Asian countries as it will reduce shipping time by over 50 percent. Previously, it took three to five weeks to ship goods from Bitung to Davao, while the new ro-ro route is expected to expedite shipment to around 36 hours (Singgih, 2017).

First cruising Ro-Ro Ship cruise Davao -General Santos Philippines - Bitung Indonesia route is a manifestation of the Signing of the Joint Declaration on Indonesian-Philippine Sea Connectivity which was held on April 28, 2017 and officially launched on April 30, 2017 in Manila Philippines with witnessing by President Joko Widodo and Philippine President Rodrigo Duterte. The Bitung-Davao

shipping conditions are considered very competitive, both in terms of distance and shorter travel times, which can reduce transportation and logistics costs (Yonavilbia, 2017). Furthermore the launch is seen to open up more market opportunities for both countries.

B. Brand Image as strategy to promote Indonesia's product to the Philippines

Branding image is important to show to international society to gain attention in order to expand its market in other countries. It is important in diplomatic activities to have such a country's image. As Wally Olins said, "a changing reality is leaving perceptions far behind". Country branding is about 'presenting a nation or region in a powerful, attractive and differentiated way'. The key is to use a central idea that is powerful and simple, capturing the country's unique qualities. Foreign ministries, embassies, and diplomats are considered responsible for the projection of a 'correct' image of their country (Rana K. S., 2007). In order to boost the national image in a more broaden level, branding image came into highlight. Branding image is a mix of associations based on every interaction the actor have with a certain business (Thimothy, 2016). Making a good impression will improve the value of the brand image itself. Therefore, brand image has a big role in enhancing a country's national image. It is expected that brand image will be able to enhance the image of Indonesia as a reliable producer country as well as a reliable trading partner. Indonesia have conducted many branding image with the Philippines in the form of exhibition.

Exhibition will enhance the impression the potential buyer gets from the product and the brand identity will in this way become stronger and more lasting that create great opportunities in term of means for the exhibitor to reach potential customers (Alm & Anderson, 2007).

Indonesia itself tried to create good impression by strategy of brand image towards the Philippines. Indonesia has been actively involved in exhibiting and promoting Indonesia products in the Philippines. The trade exhibition and promotion activities consist of a mixed or joint exhibition and solo exhibition. Joint exhibition is the expo held by the government or business of the Philippines and Indonesia participating in it by sending representative of the companies or product that come from Indonesia to being introduced while in solo exhibition, all products that being displayed come from Indonesia.

One of Indonesia's participation in the joint exhibition is Indonesia's participation in the International Food Exhibition (IFEX) which took place on May 16-19, 2013 at the SMX Convention Center, Manila. IFEX is one of the largest international food exhibitions in the Philippines that held by CITEM, a body under the Philippine Ministry of Trade and Industry.

Ten Indonesian companies participated in the 2013 IFEX. The companies were a mix of large companies and small and medium enterprises companies, including Sinarmas, Kalbe International, Gentle Supreme Phils Inc., Kopi Kamu, Wow Food

Industry, PT. Mayora Indah Tbk, CV. 1001, PT Agri Bahari Indonesia, Garudafood International, and PT. Indofood. Indonesia's participation in this exhibition is a very valuable opportunity to promote Indonesian food industry products to the Philippines' community.

For the solo exhibition, indonesia established Wonderful Indonesia festival that held in 2016 and 2017. The Indonesian Embassy in Manila held an promotion titled Wonderful Indonesia Festival on July 25-26 2016 at Glorietta Mall, one of the most popular shopping centers in the Makati central business district, Metro Manila, Philippines. This promotion includes exhibitions on trade, investment, tourism and education products to the Manila community. The exhibitors consisted of representatives of 23 companies and seven travel agencies. There are a number of companies that send display products including food and beverage products, handicrafts, pharmaceutical and herbal products and body care products (Kedutaan Besar RI Manila, 2016).

While the Wonderful Indonesia Festival 2017 was held by Tourism Ministry together with the Indonesian Embassy in Manila. The event was also held to celebrate the 72nd anniversary of Indonesian Independence day. Wonderful Indonesia Festival 2017 has been held for two days from July 27 to 28 at Gioretta Activity Center-Palm Drive Makati Philippines. Thirty-seven entrepreneurs who work in trade, medium-sized businesses, and tourism are taken part in the event

Besides event held in the Philippines, Indonesia also invite the Philippines companies and buyers to attend Trade Expo Indonesia in Jakarta as a strategy to strengthen bilateral relations between two countries. In this event, Embassy of the Philippines for Indonesia being coordinator to present buyers from the Philippines to Indonesia. There are 13 buyers comes to Indonesia to do their transaction during the exhibition. Through the Trade Expo Indonesia, buyers around the world can make Indonesia a major trading partner. organizing the Trade Expo Indonesia, it is also expected to be able to become a medium in synergizing the creative industry with the achievement of Indonesian national branding which has a selling value in the eyes of the international community (Kementerian perdagangan Republik Indonesia, 2016)

Brand image is a strategy not only to promote, but also as a place to create network for local companies in order to expand its market. Through expo and exhibition, this platform successfully creates trade partnership from government to company as well as company to company. Through Indonesia's participation in the many exhibitions, it is expected that the Philippines citizen will become more familiar with the variety of Indonesian products and attaced a strong brand image of the superior quality of Indonesian products.

Conclusion

Bilateral relations among countries is definitely needed and urgent in order to fulfill country's interest through trade and partnership. Diplomacy is one of the way used by countries to seek for partnership to connect both government and government

and government and company. Indonesia is one of country use diplomacy strategy in order to achieve its goal in terms of trading its commodity. Since its independent, Indonesia actively involves in partnership in international community both with neighbor countries and other countries. Indonesia and the Philippines are one of the example where both countries in a framework bilateral relation even more since these country is member of ASEAN which strengthen its relations since the establishment of ASEAN.

In the first strategy which is trade promotion, both countries actually commit to strengthen its partnership especially for three main commodities such as mining, agriculture and vehicle. Joint Working Group (JWG) is a platform use by Indonesia to create more cooperation continuously so the relations between two countries stay longer. Under the platform of JWG, indonesia also do trade promotion through business matching. Business matching is platform to connect company to company by involving any companies who have similar products and interest to create such an event to facilitate trading promotion. Lastly border connectivity, this is platform that actually involve both government to company. To create connectivity between two countries in order to maximize its distribution products. The second strategy used by Indonesia is brand image. This strategy is actually strategy to promote Indonesia's commodity to the Philippines buyers through event such as expo and exhibition. The main purpose of this event is to seek for market for local product that hopefully can expand its market by event conducted by both countries.

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